

R.J. Reynolds

Tobacco Co.

James McLean
Account Manager
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July 21, 1997

To: All Retail Reps And Retail Managers With Mid Valley X-tra Marts Accountabilities.
(Chain ID 3459-00-00)

Re: Product Availability on Key RJR Brands.

Ladies & Gentlemen,

Attached is a form developed to aid you in your efforts to maintain product availability in this chain. This form is to be filled out and faxed to me when you encounter a out-of-stock situation that you have tried to address at store level and met with little success. I then will address this via pre-book to the store through my headquarters contact.

The success of this program will depend on you utilizing this form only when you have exhausted all other means of securing distribution. **This form is not to be used as your first means for addressing out-of stocks.** Please continue to get in the orderbook and leave suggested orders as you always have. This form is to be used when those methods have proved ineffective. **Please use your best judgment in when to invoke this form.** If we abuse this process, we will lose it.

If you have any questions or concerns, please do not hesitate to give me a call. As always, thank you for your assistance with this chain.

Sincerely,

Jim

J. McLean
#1645 / AM

51861 2419

PRIORITY ORDER

STORE NAME: _____

ADDRESS: _____

CAMEL

_____ Filter Soft Pack
_____ Filter Box
_____ Light Soft Pack
_____ Light Box
_____ Filter Wides
_____ Light Wides
_____ Menthol Box
_____ Light Menthol Box

WINSTON

_____ Filter Soft Pack
_____ Filter Box
_____ Filter 100's
_____ Light Soft Pack
_____ Light Box
_____ Light Box 100's
_____ Ultra Box
_____ Ultra Box 100

RED KAMEL

_____ Filter Box
_____ Light Box

DORAL

_____ Filter Soft Pack
_____ Filter Soft 100's
_____ Filter Box
_____ Filter Box 100's
_____ Light Soft Pack
_____ Light Soft 100's
_____ Light Box
_____ Light Box 100's
_____ Menthol Soft Pack
_____ Menthol 100's
_____ Menthol Box
_____ Light Menthol Soft Pack
_____ Light Menthol 100's
_____ Ultra Kings
_____ Ultra 100's
_____ Non Filter

FAX THIS FORM TO: JIM MCLEAN AT (607) 786-5075

51861 2420